

CLAIMS

- 1 1. A method for enhancing the effectiveness of on-line advertising, said on-line advertising
2 performed over a communications network including one or more of: a web site, an ad web
3 site that includes an ad database, at least one remote terminal, and a communication network
4 interconnecting said web site, ad web site and said remote terminal, said method comprising
5 the following steps:
6 processing a request of one or more web pages from said web site;
7 receiving one or more ads associated with each of said one or more web pages and
8 displaying said one or more web pages and associated ads at said remote terminal;
9 retaining in computer storage said one or more ads associated with each of said one
10 or more web pages displayed, and
11 wherein said ads retained in said computer storage are retrievable at said remote
12 terminal thereby enhancing the effectiveness of said on-line advertising.
13 2. A method for enhancing the effectiveness of on-line advertising, as per claim 1, wherein said
14 remote terminal is operatively connected to a browser, a bookmark memory and an
15 intelligent browser cache, at least said intelligent browser cache retained with said computer
16 storage.

1 3. A method for enhancing the effectiveness of on-line advertising, as per claim 2, wherein said
2 intelligent browser cache stores said one or more web pages displayed and maintains
3 information about hyperlinks contained in said web pages.

1 4. A method for enhancing the effectiveness of on-line advertising, as per claim 2, wherein said
2 bookmark memory saves said ads at said remote terminal.

1 5. A method for enhancing the effectiveness of on-line advertising, as per claim 4, wherein said
2 bookmark memory is either permanently maintained or temporarily kept for a predetermined
3 period of time.
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1 6. A method for enhancing the effectiveness of on-line advertising, as per claim 2, wherein the
2 differences between a new page and a previously viewed web page are determined in terms
3 of their associated hyperlinks.

1 7. A method for enhancing the effectiveness of on-line advertising, as per claim 1, wherein said
2 ads from said new page and said previously viewed web pages are displayed at said remote
3 terminal in one or more windows.

- 1 8. A method for enhancing the effectiveness of on-line advertising, as per claim 1, further
2 comprising displaying previous position specific ads upon receiving a selection of a
3 corresponding position of advertising in a presently displayed web page.

1 9. A method for enhancing the effectiveness of on-line advertising, as per claim 1, wherein said
2 on-line advertising may be implemented locally or remotely on one or more computer-based
3 systems, across networks or communication mediums.

1 10. A method for enhancing the effectiveness of on-line advertising, as per claim 1, wherein said
2 communication network comprises any of LANs, WANs, Internet or Web-based networks.

1 11. A system for retrieving previously viewed Internet web-advertising comprising:
2 a requestor terminal receiving one or more web pages from a remote web site;
3 said web pages including one or more ads retrieved from an ad web site associated with said
4 web site, said ad web site comprising any of: an ad server, ad database and ad manager,
5 a display presenting said one or more web pages and one or more ads;
6 computer storage retaining said one or more retrieved ads and associated hyperlink
7 information, and
8 wherein said retained ads are retrieved from said computer storage upon request and
9 displayed at said requestor terminal.

1 12. A system for retrieving previously viewed web-advertising, as per claim 11, wherein said
2 system further comprises a browser, a smart browser cache and a bookmark memory, at least
3 said smart browser cache retained with said computer storage.
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1 13. A system for retrieving previously viewed web-advertising, as per claim 12, wherein said
2 smart browser cache performs the computer storage retaining said one or more retrieved ads
3 and associated hyperlink information function.

1 14. A system for retrieving previously viewed web-advertising, as per claim 12, wherein said
2 bookmark memory is permanently maintained or temporarily kept for a predefined period
3 of time.

1 15. A system for retrieving previously viewed web-advertising, as per claim 11, further
2 comprising a comparator to determine differences between a new page and a previously
3 viewed web page in terms of their associated hyperlinks.

1 16. A system for retrieving previously viewed web-advertising, as per claim 11, wherein said
2 ads from said new page and said previously viewed web page is displayed at said requestor
3 terminal in one or more windows.

processing a request of one or more web pages from said web site using browser software;

receiving one or more ads associated with each of said one or more web pages and displaying said one or more web pages and associated ads at said remote terminal; retaining in browser cache said one or more ads associated with each of said one or more web pages displayed and maintaining information about hyperlinks contained in said web pages, and

wherein said ads retained in said browser cache are selectively retrievable at said remote terminal thereby enhancing the effectiveness of said on-line advertising.

1 19. A computer-based e-commerce method for enhancing the effectiveness of on-line
2 advertising, said on-line advertising performed over a communications network including
3 one or more of: a web site, an ad web site that includes an ad database, at least one remote
4 terminal, and a communications network interconnecting said web site, ad web site and said
5 remote terminal, wherein said method comprises a plurality of steps, one or more of said
6 steps implemented locally or remotely across said communications network, said method
7 comprising:

8 processing a request of one or more web pages from said web site;
9
0 receiving one or more ads associated with each of said one or more web pages and
1 displaying said one or more web pages and associated ads at said remote terminal;
2
3 retaining in computer storage said one or more ads associated with each of said one
4 or more web pages displayed, and
5
6 wherein said ads retained in said computer storage are selectively retrievable at said
7 remote terminal thereby enhancing the effectiveness of said on-line advertising.

1 20. A computer-based e-commerce method for enhancing the effectiveness of on-line
2 advertising, as per claim 19, further comprising determining differences between a new page
3 and a previously viewed web page of the same URL in terms of their associated hyperlinks,
4 said differences representing new and previously viewed ads associated with said web page.

- 1 21. A computer-based e-commerce method for enhancing the effectiveness of on-line
2 advertising, as per claim 20, wherein said ads from said new page and said previously viewed
3 web pages are displayed at said remote terminal in one or more windows.

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